

Rep Order#	6860522	Ver#	1	Mod#	0	Status	Confirmed	Traffic Order#	107368
EC'd	Yes								

368      **Printed:**    10/03/2012 12:36 PM  
          **Last Received:**    10/02/2012 9:21 AM  
**Showing Buylines:** All Lines

1 of 3

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) JOE HECK 4 CONGRESS  
Product JOE HECK 4 CONGRESS  
Estimate# 2797  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //2797  
Flight Dates 10/03/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

JOE HECK D3 SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-TH	6A-7A	NEWS	:30	\$700.00	10/03-10/04	2	1	2	\$1,400.00	
	2	M,W	6A-7A	NEWS	:30	\$700.00	10/08-10/10	2	1	2	\$1,400.00	
	3	M	6A-7A	NEWS	:30	\$700.00	10/15-10/15	1	1	1	\$700.00	
	4	W-F	7A-9A	TODAY	:30	\$900.00	10/10-10/12	1	1	1	\$900.00	
	5	TU	7A-9A	TODAY	:30	\$900.00	10/09-10/09	1	1	1	\$900.00	
	6	F	7A-9A	TODAY	:30	\$900.00	10/12-10/12	1	1	1	\$900.00	
	7	M-TU	7A-9A	TODAY	:30	\$900.00	10/15-10/16	1	1	1	\$900.00	
	8	W-F	5P-630P	NEWS	:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	
	9	M-W,F	5P-630P	NEWS	:30	\$1,200.00	10/08-10/12	4	1	4	\$4,800.00	
	10	M	5P-630P	NEWS	:30	\$1,200.00	10/15-10/15	1	1	1	\$1,200.00	

Station KSNV-TV LAS VEGAS, NV  
 Advertiser ( ) JOE HECK 4 CONGRESS  
 Product JOE HECK 4 CONGRESS  
 Estimate# 2/97  
 Buyer WHITNEY EVERSOLE  
 Phone#  
 Fax#  
 Agency ( ) STRATEGIC MEDIA PLACEMENT  
 7669 STAGERS LOOP  
 DELAWARE, OH 43015  
 Agency C/P1/P2/E //2/97  
 Flight Dates 10/03/2012 - 10/16/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	TH-F	7P-730P	WHEEL	:30	\$1,300.00	10/04-10/05	2	1	2	\$2,600.00	
				Buyline Comment: WHEEL								
	12	TU,F	7P-730P	WHEEL	:30	\$1,300.00	10/09-10/12	2	1	2	\$2,600.00	
				Buyline Comment: WHEEL								
	13	TH-F	730P-8P	FACE	:30	\$900.00	10/04-10/05	2	1	2	\$1,800.00	
				Buyline Comment: FACE								
	14	M,W,F	730P-8P	FACE	:30	\$900.00	10/08-10/12	3	1	3	\$2,700.00	
				Buyline Comment: FACE								
	15	M	730P-8P	FACE	:30	\$900.00	10/15-10/15	1	1	1	\$900.00	
				Buyline Comment: FACE								
	16	W-TH	11P-1135P	NEWS	:30	\$1,200.00	10/10-10/11	2	1	2	\$2,400.00	
				Buyline Comment: NEWS								
	17	M,W-TH	11P-1135P	NEWS	:30	\$1,200.00	10/08-10/11	3	1	3	\$3,600.00	
				Buyline Comment: NEWS								
	18	M	11P-1135P	NEWS	:30	\$1,200.00	10/15-10/15	1	1	1	\$1,200.00	
				Buyline Comment: NEWS								
	19	SA	6A-7A		:30	\$350.00	10/06-10/13	1	2	2	\$700.00	
				Buyline Comment: 150								
	20	W-SU	430A-459A		:30	\$100.00	10/03-10/07	2	1	2	\$200.00	
				Buyline Comment: EARLY								

---REPORT TOTALS---

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Traffic Order# 107368

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Advertiser ( ) JOE HECCK 4 CONGRESS  
Product JOE HECCK 4 CONGRESS  
Estimate# 2797  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#  
Report Totals: 37 / \$35,400.00

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7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //2797  
Flight Dates 10/03/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

---SALES MONTHLY TOTALS---

Oct 12: 37 / \$35,400.00

Sales Totals: 37 / \$35,400.00

Station Totals: 37 / \$35,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$104,118	CATV 0%	KBLR 0%	KINC 0%	KLAS 32%	KSNV 34%
		KTNV 25%	KTUD 1%	KVCW 0%	KVMY 4%	KVVU 4%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER  
EST SHARES

Books NOV12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE